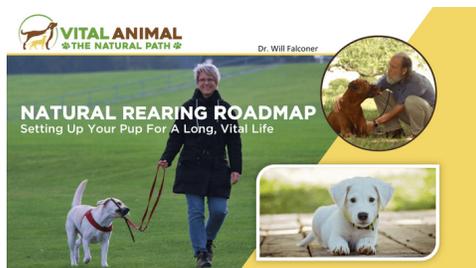


“Everything Dr. Falconer said just made sense...I saw his website and was like, ‘My God, this guy has a real perspective.’” ~Jennifer McDermott, Equine Behaviorist

CASE STUDY



■ “The Natural Rearing Roadmap course made everything much clearer. It’s so valuable to know that there’s another path, another way—and it’s a healthier path.” ~Jennifer McDermott, Equine Behaviorist

■ ■ “After taking the Natural Rearing Roadmap course, you feel really confident. You know why you’re doing what you’re doing—it’s for the health of your fur-child.” ~Jennifer McDermott, Equine Behaviorist

Equine Behaviorist Finds Confidence—and a Sense of Community—with Vital Animal’s Natural Rearing Roadmap

BACKGROUND

Jennifer McDermott is an Equine Behaviorist, Reiki Practitioner, and Level II Acupressurist. A mother of three, she lives in Shrewsbury, VT on a horse farm with her husband and two dogs (Nicki and Ash). Jennifer specializes in equine phobias and positive reinforcement to overcome trauma. She has always been a huge advocate of preven-

Jennifer believes that “Modern medicine, although it has its place, is making us sicker.”

CHALLENGE

A few years ago, Jennifer had a traumatic experience with her beloved Rhodesian Ridgeback, Tybalt. Jennifer said, “He came down with an unbelievable illness.

I WANTED TO FIND A COMMUNITY TO BE A PART OF, TO HAVE LIKE-MINDED PEOPLE WHO UNDERSTAND YOU.

tive care and previously ran the largest wellness fair for horses in Connecticut.

Passionate about educating herself in alternative approaches to healthcare,

The veterinarians had no idea what was wrong with him. They tried everything, including antibiotics and even went as far as sterilization. Nothing was working. I realized they were just hunting and pecking and searching to discover what was wrong. Enough was enough.” She switched to homeopathy, herbs, and a raw diet. She became concerned when her vet recommended Tybalt get a rabies shot as his immune system was so compromised.

Jennifer started searching for answers online. She said, “When I found Dr. Fal-

“The value of the Natural Rearing Roadmap is undeniable. It’s a huge return on investment as you’re not taking your pets to the vet all of the time”

Jennifer McDermott, Equine Behaviorist



The Value of This Course is Undeniable

“The value of the Natural Rearing Roadmap course is undeniable,” said Jennifer. “With Tybalt, he probably would have died sooner if I hadn’t learned what I did, so it was a huge return on investment. Plus, you’re not taking your pets to the vet all of the time. I mean, who doesn’t want their pets to live longer, healthier lives?”

RAISE
WILDLY
HEALTHY
VITAL
ANIMALS

Will Falconer, DVM

coner, everything he said just made sense. I was intrigued by his rabies course and wanted to learn more. I saw his website and thought, ‘My God, this guy has a real perspective.’ ”

Jennifer decided to pass on the rabies vaccine. She said, “I was able to be an advocate for my pet without being coerced or controlled by fear-based tactics that were not in his best interest.”

What also really stood out to Jennifer was the understanding of how disease gets into the body and the five lines of defense. She commented, “No one, no doctor has ever said that to me. It’s so important for people to understand how and why they get sick.”

Although Tybalt eventually died of cancer, Jennifer firmly believes that her decision to take a different path added two years to his life. She feels that “Half the battle to keeping your animal healthy is by NOT doing what’s typically prescribed. You also always have to fight to prove yourself as this isn’t mainstream thinking.” Not only did Tybalt live longer than anticipated, “They were incredibly active years—vital one might say,” added Jennifer.

SOLUTION

This led Jennifer to take the Vital Animal Natural Rearing Roadmap, a course designed to help you make the smartest health decisions you can for your animals (as early in life as possible). She applied the concepts she learned to help her dogs Nicki, and Ash grow up happy and healthy without the use of standard vaccines and medications.

Jennifer enjoys listening to Dr. Falconer speak and said, “He brings a lot of texture into it. The whole experience of his website and blog is amazing. And he walks

the walk. His videos are fun, and he’s always in an interesting setting. I like the fact that there are transcripts be-

RESULTS

cause you can go back and underline. It’s a great format for teaching.”

A Strong Sense of Community

Before finding Dr. Falconer, Jennifer was longing for a sense of community. She said, “I wanted to find a community to be a part of, to have like-minded people who understand you. I wanted to hear other people’s stories.” Jennifer likes that Dr. Falconer is super approachable. She said, “He answers your questions, which is huge. You never feel like the ball has been dropped. And I like that.”

Confidence—You’re on the Right Path!

“After taking the Natural Rearing Roadmap course, you feel really confident, and you know why you’re doing what you’re doing—it’s for the health of your fur-child,” stated Jennifer. In addition, she noted, “The validation is super important. You need to go through this with someone. Otherwise, you may lose your conviction. You might think, ‘Did I really see that? Is that really happening?’ ”

Jennifer loves the fact that she is now armed with the information and the knowledge to stand up to any “expert” and ask, “Why are you doing that?”

She said, “The course made everything much clearer. It’s so valuable to know that there’s another path, another way—and it’s a healthier path.”